



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"This station is wonderful. My family and I are avid watchers of WTVP and we don't know what we would do without it"

- Vicki Carney, Peoria

Public media in central Illinois has a long history of high-quality content and occupies a unique position in the media marketplace. WTVP is among the few remaining locally owned media outlets in the region, and during this past year, the staff have demonstrated our commitment to the region with many outstanding, award-winning local programs and community services. We are honored to be trusted and valued local institutions.



### WTVP is a valuable part of Central Illinois.

We **ENGAGE** the community with unsurpassed programming for children.

We **ENHANCE** life-long learning with programs that engage minds of all ages. We inform the citizenry with in-depth, balanced information.

We **INSPIRE** through the best in drama, arts and entertainment. We care for our community through information and activities.

**WTVP-Public Media enriches life in Central Illinois by delivering, engaging, enhancing and inspiring content.**

### In 2016, WTVP provided these vital local services:

- New **LOCALLY PRODUCED DOCUMENTARIES** that matter to our viewers. From *Distilleries to Stills: Prohibition in Peoria* and regional celebration *The Golden Pumpkin, Celebrating 50 Years on the Vine*
- Coverage of Illinois legislative activities on Illinois Lawmakers
- Access to local, state and National political leaders through *At Issue* with H. Wayne Wilson
- Literacy initiatives with the PBS KIDS Writers Contest

### WTVP's local services have deep impact in Central Illinois.

WTVP participated in **18** community events, actively engaging viewers with our content.

Creation of new arts-focused music series **STATE & WATER** to feature **12** local artist groups and bringing **960** viewers into our studios to be inspired

WTVP aired **26,352** hours of quality programming on **3** distinct channels, including **160** hours of local programs.



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### BROADCAST:

As the **PBS affiliate for Central Illinois**, we have rich programming resources from public television's trusted schedule. We are your home for **Downton Abbey** and **Frontline**. We are your source for the news and public affairs teams that are #1 in public trust. We are your haven for children's programming that delights imaginations while teaching skills for life-long learning. And we are your largest classroom for cutting-edge science and nature that opens windows to our world and universe.



As a **local broadcaster**, we also produce and pick original content for the demands of our home communities. **At Issue**, our weekly public affairs series, covered topics from farmland conservation and race relations, to education and local political issues. **Illinois Lawmakers** offered live coverage of the happenings at the state capitol. **Illinois Adventure** continued with new programs highlighting the places that make Illinois unique. **The Screening Room**, featuring independent short films by filmmakers with Illinois connections, continued to bring a diverse young audience to local public television.



Original WTVP Productions were a fantastic way to celebrate the Central Illinois community in 2016. The documentary **From Distilleries to Stills: Prohibition in Peoria**, took a look at the causes of Prohibition, its effects in Peoria and the legacy left behind. **Consider This with Yvonne Greer** featured newsmakers and interesting guests from across the area. Our ongoing partnership with the Peoria Symphony Orchestra continues to flourish with the recording of **Sound Bites** spotlighting prodigy, eleven year old pianist, Harmony Zhu.



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### DIGITAL:

Our website, [www.wtvp.org](http://www.wtvp.org), remained a rich resource for station information, local program streaming and opportunities for user feedback. The site also acts as our gateway to special services for teachers through **PBS LearningMedia** Illinois Edition.

Our **Facebook** page and **Twitter** feed expanded, offering late-breaking news, behind-the-scenes production notes, and exclusive social media content.

And our dedicated **Illinois Adventure website**, [www.illinoisadventuretv.org](http://www.illinoisadventuretv.org) supported by Country Financial, offers convenient access to points of interest around the state, including video clips, directions and links to further information.

### EVENTS:

#### *Preview Screenings*

- From Distilleries to Stills: Prohibition in Peoria
- There will be Baseball
- Downton Abby Final Episode Screening
- Hamilton's America Screenings
- The Golden Pumpkin, Celebrating 50 Years on the Vine

#### *Program Tapings*

- State & Water (12)
- Sound Bites
- Consider This with Yvonne Greer
- At Issue, with H. Wayne Wilson
- Illinois Lawmakers

#### *Community Events*

- Virtual Golf Outing
- PBS Kids Writer's Contest
- Pekin Friends of 47 Bowl-a-thon
- WTVP 43<sup>rd</sup> Annual Auction
- Ramsey Lewis Reception
- WTVP Travels

#### *Member Events*

- Klystron Reunion Event
- 30<sup>th</sup> Annual Volunteer Recognition Event

#### *Meet & Greets*

- Nature Cat
- Wild Kratts
- Celtic Woman
- Mannheim Steamroller
- Straight No Chaser



## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Town Hall: The Heroin Epidemic



At Issue host H. Wayne Wilson explores the topic opioid addiction in the Nation and throughout Central Illinois.

This hour long special delves into a discussion on heroin and how it affects our community.

Leaders in law enforcement, counselors and drug abuse survivors share their stories as viewers get the opportunity to call in to add to the discussion.

### Town Hall: Race Relations



A panel of 14 individuals plus a live studio audience discussed the issue of race relations and police-community relations in a special two-hour live show.

Representatives of the NAACP, Not In Our Town, Black Lives Matter, area police departments, Illinois Black Chamber of Commerce, social service agencies, and the Latino and Muslim communities join in the discussion.



## 2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY

### PLANNING FOR THE FUTURE:

As technology changes and audiences diversify, WTVP will continue to serve Central Illinois with quality content in new and exciting ways.

The launching of the 24/7 PBS Kids channel in early 2017 will be a great strengthener with our community education partners. We will be also hiring a new position, Education Outreach Coordinator that will develop our message and influence with Illinois LearningMedia.

And we will continue to explore shared content with other community partners like the Peoria Riverfront Museum, Heart of Illinois Unity Way Success by 6, Peoria Historical Society and many more.



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**WTVP provides the Central Illinois community with unique content and engagement opportunities that offer a local voice, global perspective and universal knowledge.**

